



R&D Claim 2013/14

## 180VITA LTD RESEARCH AND DEVELOPMENT NARRATIVE YEAR ENDED 31 MARCH 2013

We will explain in plain language:

- What the R&D project was, and if relevant, what the larger commercial project was,
- The particular scientific or technological uncertainties involved in the project,
- How the particular uncertainties were overcome,
- What methods were used to overcome the uncertainties,
- Why the knowledge or capability sought was not readily deducible by a competent professional in the field,
- When the particular uncertainties were overcome.

### **What was the scientific or technological advance?**

The following subsections describe the context of the company's projects, the nature of their technological advances and the associated technological uncertainties and explain why the projects are considered to be eligible for R&D tax relief.

### **Treatment of Project Portfolio**

180 Vita Ltd is a company based in the UK who are at the forefront of the online poker industry. It undertakes a number of projects each year, some of which have components eligible for an R&D tax credit application.. Therefore, to represent a technical justification for the R&D tax credit claim in the most appropriate manner, a number of projects have been detailed within this technical report. These projects are representative of the type of R&D projects and R&D activities that the company is engaged in.

It is recognised that only part of a project's activities is eligible for R&D relief. Correspondingly, no attempt has been made to claim for costs associated with market research, advertising, cosmetic design, quality control, routine analysis etc. Only the aspect of each project that sought to make a technological advance through the resolution of technical uncertainty is included in the eligible cost.

### **Context of the projects**

Each of the company's projects are within the overall field of computer science and are integral to the company's principal activity of online marketing and advertising. The company's developers use existing technology where available, such as in designing the PokerUpdate Iphone App in 2012, and recognise that in those cases although this is new technology for the company, it is not innovative enough to qualify as research and development.

However the nature of their business and the field of computer science means that there are several areas where the company is creating innovative solutions which can be recognised as such within their field.

**Examples of projects during the period (\*\* refers to projects continuing in 2014)**

1. From 2012 – Creation of PokerUpdate portal – Non R&D project
2. From 2012 – Creation of Interactive Poker School\*\*
3. PokerVIP.com Rebrand and relaunch – Non R&D project
4. Pokertube.com – Upgrade to internet portal and rebranding – Partial R&D project\*\*
5. PokerUpdate redesign – Non R&D project
6. PokerCRM\*\*
7. Development of integrated Pokertube video player\*\*
8. From 2012 – Pokercube

**PROJECT 1 – CREATION OF POKER UPDATE PORTAL**

This is a non R&D project continued from the year ended 31 March 2012.

**PROJECT 2 – CREATION OF INTERACTIVE COACHING SCHOOL**

This R&D project was fully explained in the narrative for the year ended 31 March 2012. Work has continued into the year ended 31 March 2013 and will continue into future years.

**PROJECT 3 – POKER VIP.COM REBRAND AND RELAUNCH**

This project involved the company rebranding iPokerVIP and relaunching this as PokerVIP.com. This site contains various new features, but is not considered to be innovative enough to be classified as qualifying research and development.

**PROJECT 4 – POKERTUBE.COM – UPGRADE TO INTERNET PORTAL AND REBRANDING**

The company acquired Pokertube.com in June 2012 and this project revolved around the upgrading of the internet portal and the creation of a new logo to emphasise the brand. The rebranding work and general work upon the site, which utilises similar technology to Youtube, was normal company activity which would not qualify for research and development purposes.

However, aspects of this project are considered to be eligible for relief as this included the development of new and innovative technology such as being able to use “VIP Points” , the ability to share hands and various other unique content including the ability to categorise videos, livestreaming online poker, unique leagues, and chip counts in realtime. The innovative nature of this technology has been recognised by independent commentators such as PokerMediaPro. See the article at [PokerMediaPro](#) for their comments.

PokerTube utilises the latest technology to combine realtime group chats around livestreaming videos with the use of Node JS to provide simultaneous chats based around a single topic. This livestreaming process is moderated and controlled via an admin panel allowing custom and secure control over any content with immediate effect.

The use of “VIP Points” within PokerTube is a Points Framework in which users build up the score and status but recorded at a momentum level meaning the more the user works towards the community, the longer they stay at that level. If they start slipping, so does theyre level and status.

The company created this Points Framework using automated processes like cron jobs that run on a daily basis. These cron jobs run periodically to calculate overall users’ points which are triggered by certain changes in the Database such as deal sign ups, comments made, comments liked and other level building triggers to keep community driven on the PokerTube site. These triggers in the Database also auto generate emails which alert the user to drops in levels and other relevant data.

## PROJECT 5 – POKER UPDATE REDESIGN

This project involved the redesign of the PokerUpdate site. As for *Project 1*, this site contains various new features, but overall was not considered to be innovative enough to be classified as qualifying research and development.

## PROJECT 6 – POKERCRM

The technical aim of this project was to create an innovative customer management tool specific to the online poker industry.

The tool tracks poker player patterns such as; Rake paid, number of days played, usernames at various online poker rooms, forum usernames, poker rooms the user is a member of, longest inactive stretch and other relevant information.

The CRM allows the company to locate their most valuable retention targets and to view the amount of revenue generated for clients on a day to day basis. This also tracks referrals and is used for calculating refer a friend commission for the company partners.

The company investigated existing CRM tools such as Salesforce, but concluded that none of these tools were fit for purpose in this industry. The business deals with a number of strange metrics / dynamics (for example a number of high value customers are tagged to a specific agent. These agents are informed via the CRM if any of their players become inactive).

CRM can be found [here](#) – A demo login or demonstration can be given if requested.

This project is considered to be eligible as it created an advance by resolving various uncertainties such as those below:

- Importing player rake data via XML feeds, manual reports and API.
- Communicating data between the CRM and the company websites – for example if a special marker is placed on the user, this can affect their status on one or more of the company websites.
- Creation of a retention flow – When an agent attempts to retain a player, the player can fall into one of the following three categories; Yes, Maybe & Dead. Yes means the agent believes the player will begin playing again with a high degree of certainty, Maybe often means it was tough to get in touch with the player or they are unsure and Dead typically refers to a player who has been repeatedly uncontactable / no longer plays poker. If 'Yes' is selected the CRM will prompt the agent if the player does not begin playing again within the next 2-3 weeks. This process relies on data to be imported to the CRM such as player rake and deposit.
- Deal clicks, user registrations and other important data is recorded on the company websites and displayed in real time on the CRM – this allows the company to instantly measure the success of various marketing initiatives.

The PokerCRM is built on an MVC Framework called Yii, which runs in PHP. The company has created bespoke API's in order to serve the relevant data via XML feeds and secure additions of manual reports inputted via a custom Admin console. The data imports run primarily from auto initiated cron jobs which run on a daily basis. In turn this updates the database with the relevant information ensuring leads are accurate and worthwhile.

## PROJECT 7 – DEVELOPMENT OF POKERTUBE INTEGRATED VIDEO PLAYER

The technical aim of this project was for the company to develop a video player for their end users which was unique. This enabled the company to both directly showcase special offers relevant to the video after the video has ended and allowed the company to customise their screens in an appropriate manner. Moving forward this project is likely to be developed further to enable the company's clients to be able to edit their player end screen.

This bespoke video player will enable the company to monetise viewers by use of relevant, limited time offers, and an example can be found at [PokerTube](#) – Watch or skip until the end of the video.

This project is considered eligible as it enabled the company to resolve the uncertainties noted below.

- End screen was required to read the PokerTube database to display relevant videos
- End screen was required to read our latest limited time offers from the PokerTube database.
- End screen had to be integrated with StreamingBolaget (media player provider) API.

The PokerTube end screen runs from PHP and is made up of HTML and CSS and not built in flash which allows for maximum control and minimum effort to control the data relevant to the original video. Once the video has finished the company create a callback to the widget they have built which then returns matching videos from their internal tagging system which relate to the video just watched, creating no extra work. The company also return in the same callback a featured realtime promotion if one is running, if not they show a relevant offer to the video the user has just watched again running from their internal tagging system. The user still has the original options to play the video but now has targeted and relevant searches to choose from too.

## PROJECT 8 – POKERCUBE

Work continued on the Pokercube project in the 2013 period until the rights for this project were taken over by another company, Social Initiative Ltd in October 2012. The costs claimed for this project in 2013 are therefore restricted to the period from April 2012 to September 2012.

The technical aim of this project was to create an innovative desktop application that tracks user's online poker hands and allows them to share these hands to social networks and privately.

For further information, an interactive guide can be found at <http://www.pokercube.com/guide>. A number of videos with PokerCube in use can be found <http://www.pokercube.com/setup> and a static walkthrough can be found <http://www.pokercube.com/walkthrough>.

This is a significant project for the company advancing the technology in the field by:

- Parsing and reading online poker hand histories from raw formats and converting into our own PokerCube format.
- Extrapolating specific information such as profit, opponents and game type and using this information to give players special achievements and badges.
- Creation of a 'poker data cloud' allowing users to take their poker hands anywhere and view them on the move.
- Creation of an HTML5 Poker Replayer – This replayer means that replays of shared poker hands can be viewed on mobile devices and any other device that is incompatible with Flash.
- Social Friend Integration – User's friends / followers from Facebook and Twitter are automatically imported to the user's PokerCube feed, if these friends / followers already use PokerCube. Thus, no initiative is required from the user to create a network of friends to share hands with.

- Calculating stats pertinent to the user's poker style in real time.
- Poker Hand Creation Interface & Process – We successfully developed a way for users to recreate poker hand replays. The user is asked a series of questions and about the hand they wish to create and with the information available we create an accurate replay of the hand.

## RE PROJECTS OVERALL

### **Why was the knowledge in each of the above projects not readily deducible by a competent professional?**

In each of the projects outlined above, before the work detailed in this report was undertaken, the company performed a technology review within its area of industry to check that no products or services were commercially available that could have been used to resolve the problems or to make the technological advances sought in the work described. While maximum use was made of information already in the public domain (such as existing technology or experimental data), this simply provided a technological baseline for the subsequent development work. 180Vita Ltd employed staff with relevant experience and qualifications on these projects and full lists of their qualifications are available on request.